

# Your **Super User** Plan Fell Apart After Your Project Ended?

## Why? How do I prevent that from happening again?

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SAPinsider  
Las Vegas

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**2023**

**SAP**insider



## In This Session

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You will learn:

- What are Super Users, What is a Super User Network,
- Why Super User plans fall apart,
- How to build, sustain and continuously drive value with a Super User Network following 4 phases and 17 activity areas

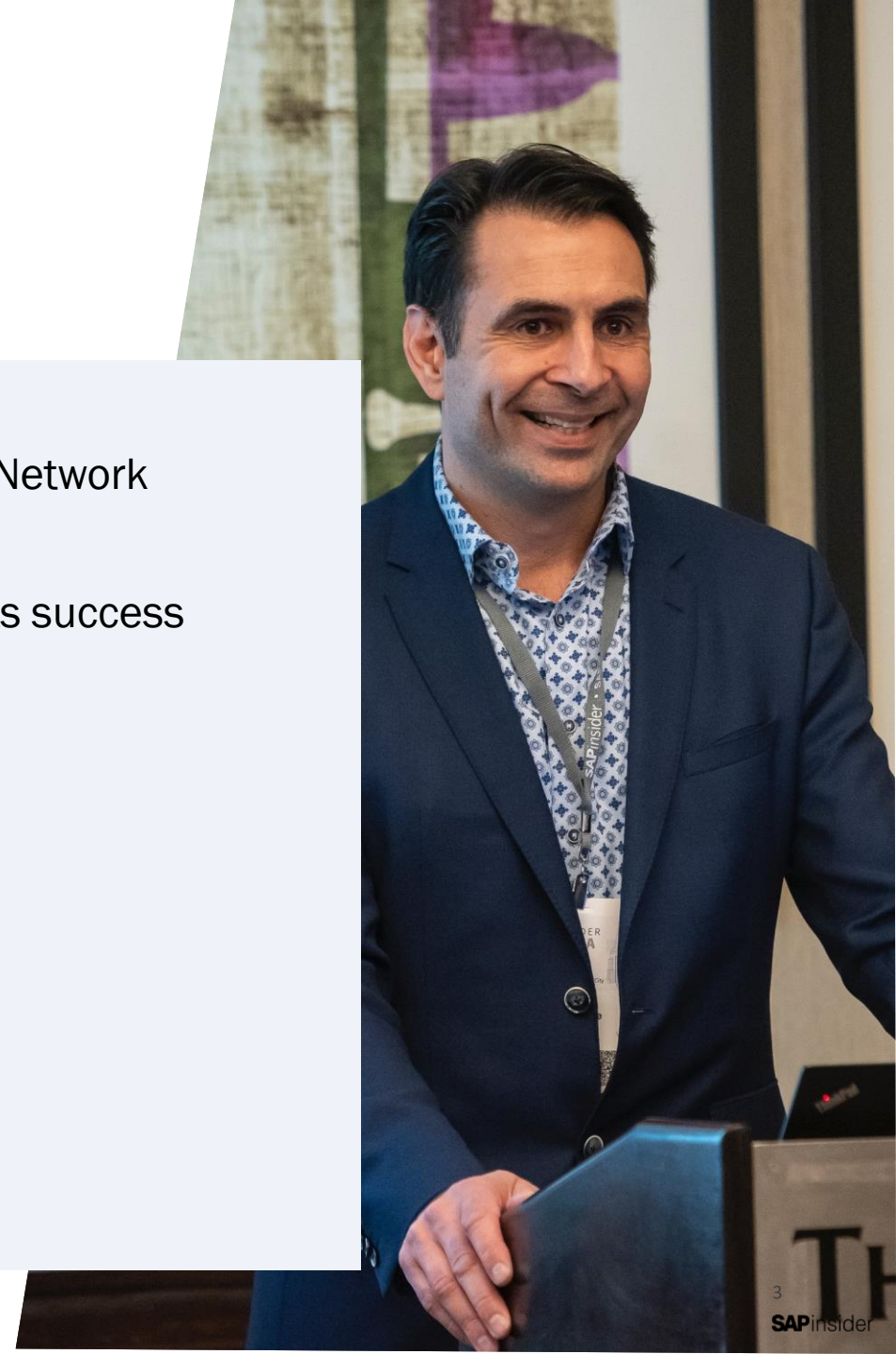


# What We'll Cover

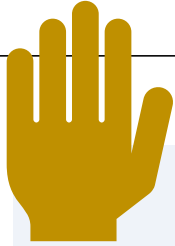
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1. What is a Super User, What is a Super User Network
2. Why Super User plans fall apart
3. How a Framework and Methodology supports success
  - Phase 1: Foundation
  - Phase 2: Framework
  - Phase 3: Build
  - Phase 4: Improve

[Wrap-Up](#) | [Help](#) | [Resources](#)



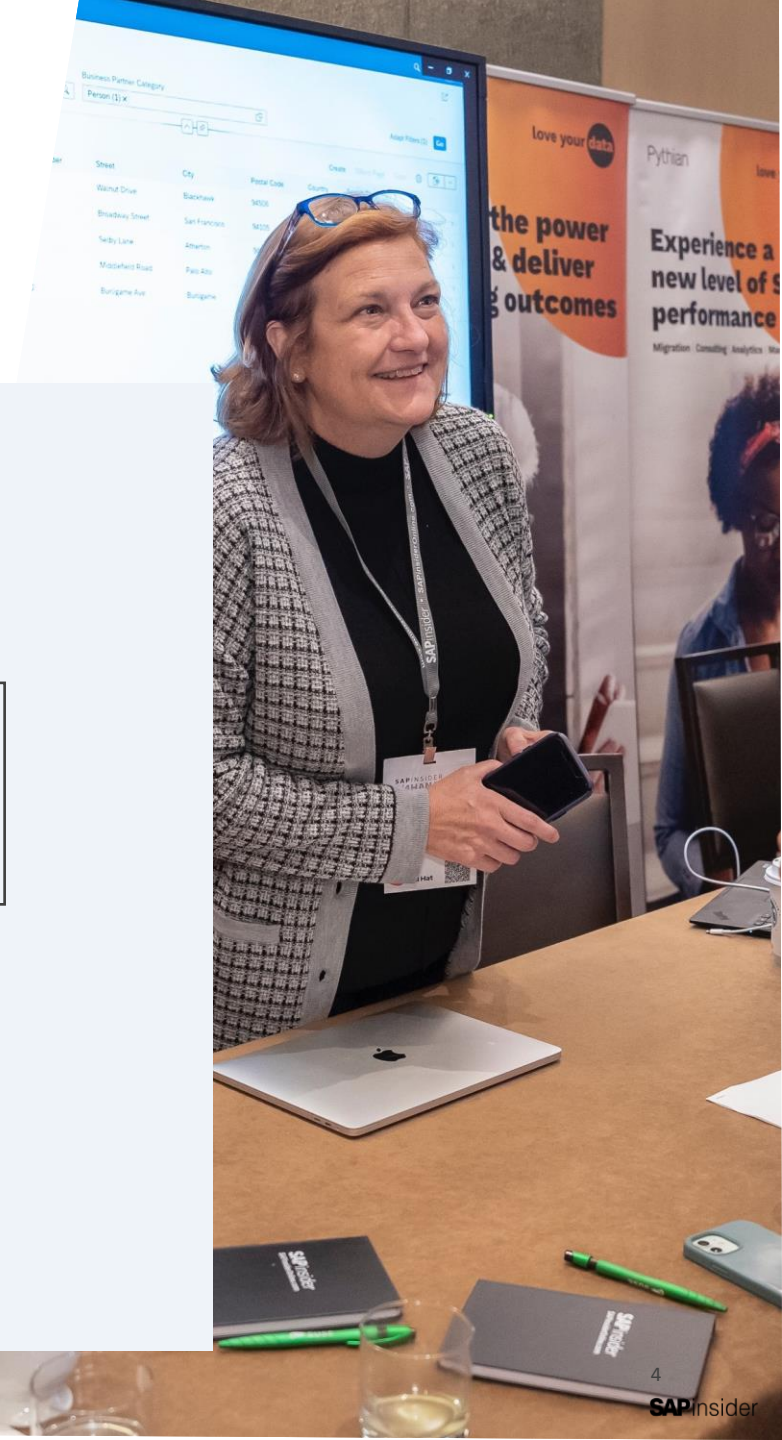
# But First...



Who has a  
**healthy, thriving, high-value**  
Super User Network...

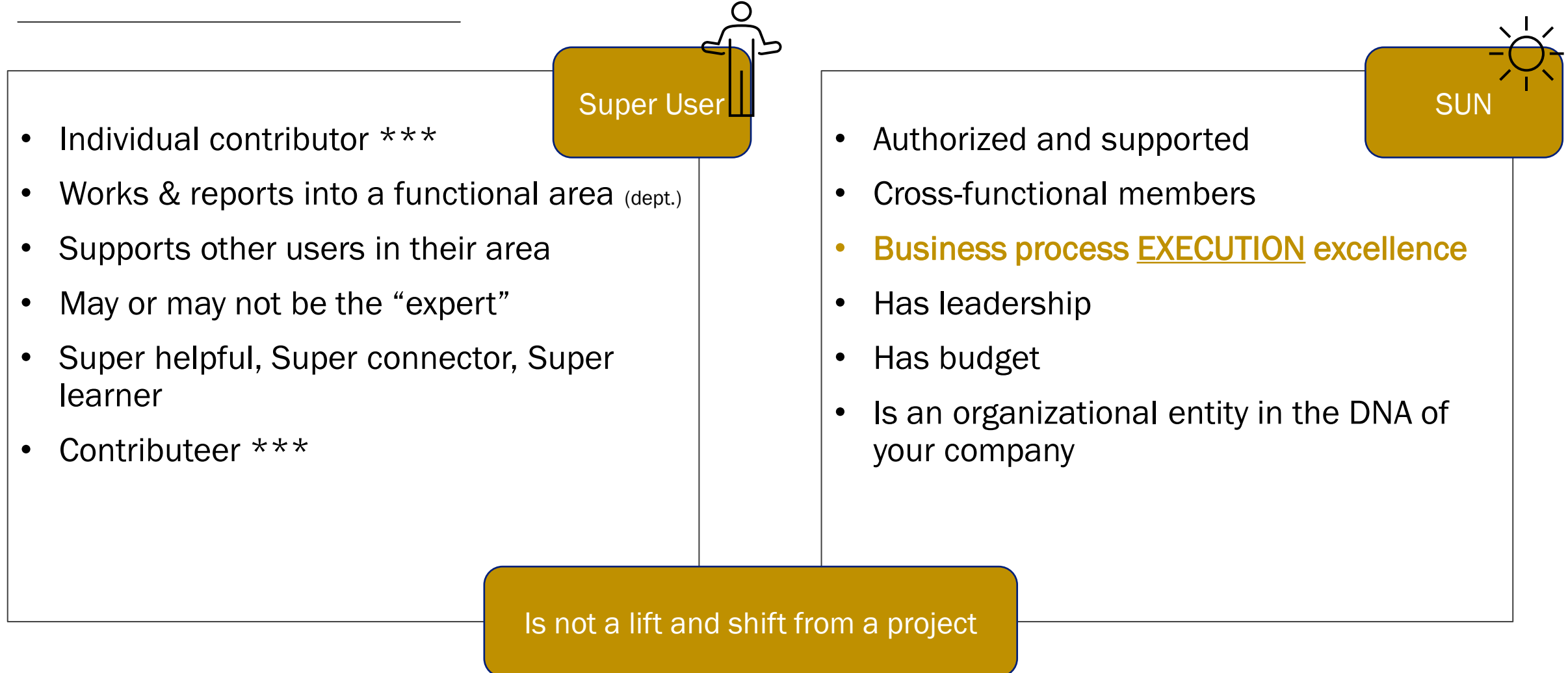
→ One that the **business**  
demands its existence?

Have you tried multiple times? Has your approach worked?



# What is a Super User,

## What is a Super User Network (SUN)



## Why Super User plans fall apart

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**2** words that describe  
why **Super User plans**  
fall apart after a  
**project** ends...

~~1. Budget~~  
~~2. Leadership~~

**Both End**

## Why Super User plans fall apart

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**3** reasons **Super User**  
**groups** decompose  
after kickoff...

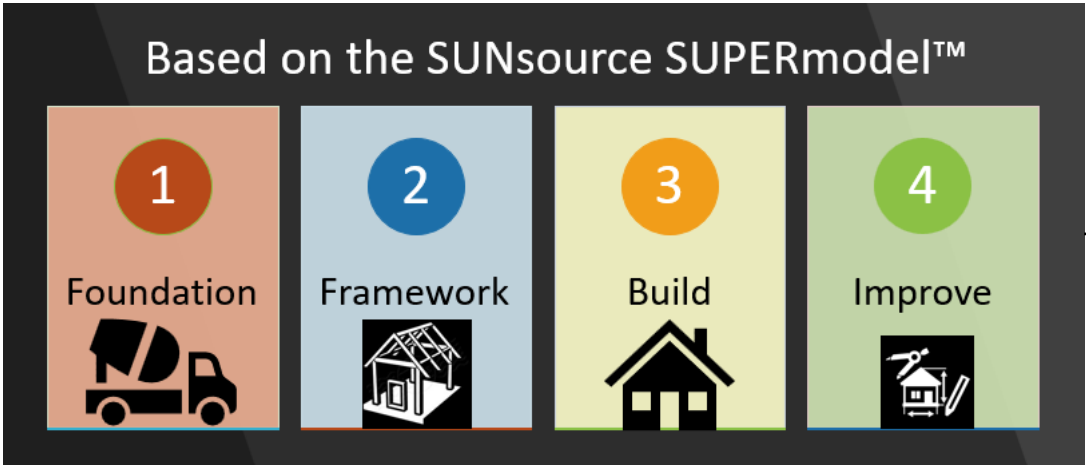
**It lacks**

1. Budget

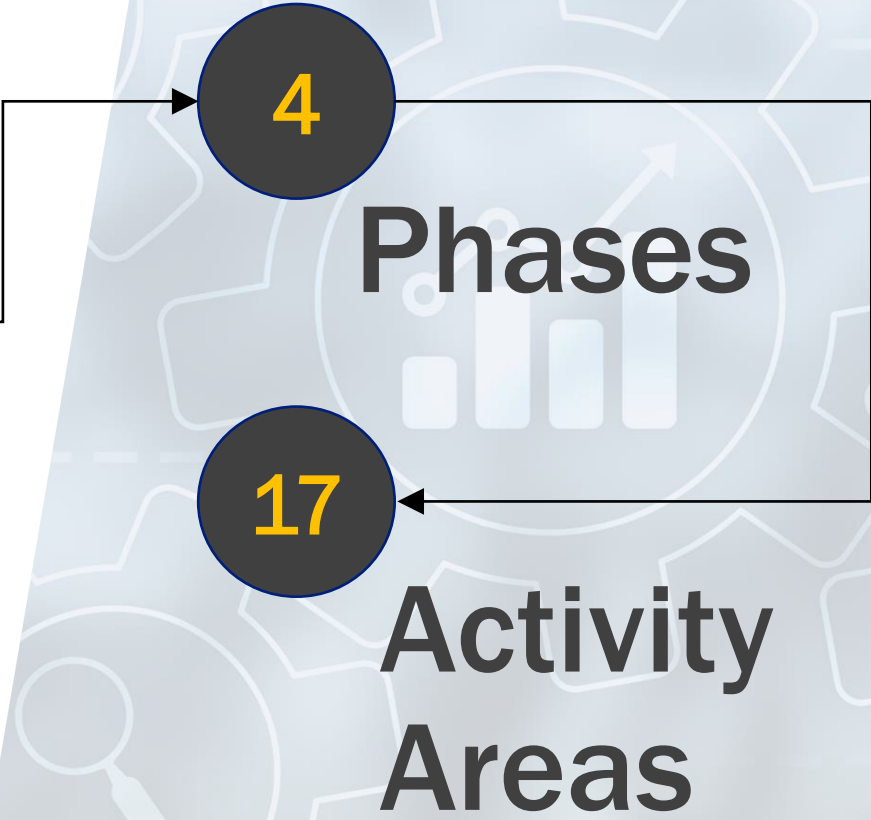
2. Structure

3. Leadership

# Follow a Proven Model



Based on 2 ½ decades of applied research





# Phase 1: Foundation

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**Foundation is all about setting the stage for success.**

**You are demonstrating a solid case for why, what, and how.**



## 5 activity areas.



1. Business Drivers
2. Research
3. Dynamic Duo
4. SUN Decision
5. Program Leadership

## Phase 1, Activity 1 [Business Drivers]

1. Points to business pain
2. Illuminates main business reasons driving a need for change
3. Business management and executives must care about them
4. Must be measurable
5. Must be in your SUN scope



**Typically missing**

## Phase 1, Activity 2 [Research]

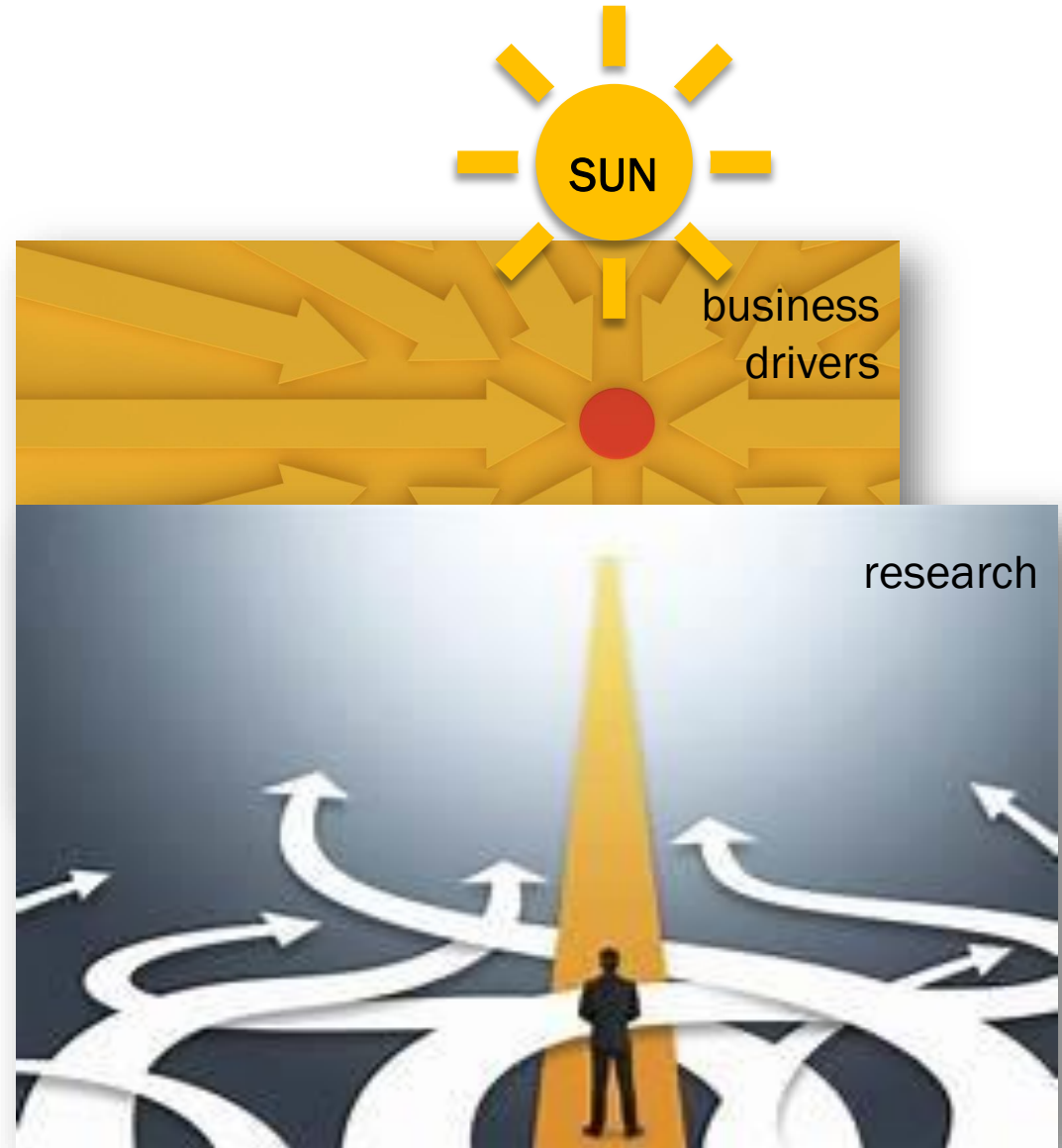
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Supports recommendations on business drivers

Helps with legitimacy

Examples:

- Networking events
- Whitepapers
- Conferences
- Research agencies (Gartner, etc...)





## Phase 1, Activity 3 [Dynamic Duo]

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### Executive Sponsor

- Doesn't matter which area of the business
- **Must:**
  - Instinctively understand
  - Be influential across executives
  - Be well respected
- Engaged through Executive Sponsor Engagement Plan

### Super User Leader

Typically  
underestimated

- Getting right person is critical
- Understands volunteerism
- Builds partnerships
- Influence & servant leadership
- Needs a budget
- Executive Sponsor partnership is critical



## Phase 1, Activity 4 [SUN Decision]

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Based on:

- Business Drivers
- Research
- Is defensible
- Aligns all stakeholders
- Formal decision



## Phase 1, Activity 5 [Program Leadership]

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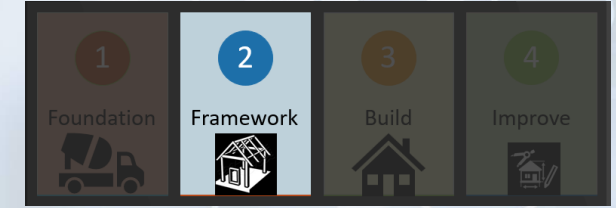
- Executive Sponsor
- Super User Leader
- Super User Owner
- Steering Committee




## Phase 2: Framework

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Framework is all about getting the necessary structure in place to get your team started on their journey.

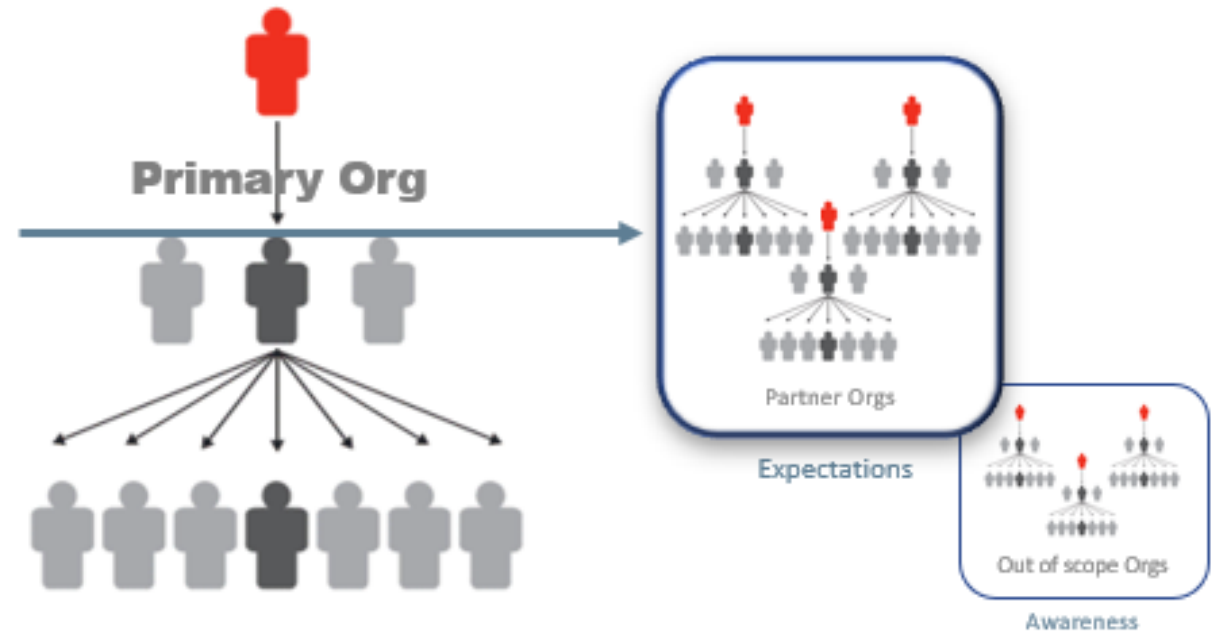


### 4 activity areas.

1. Cascading Communications
-  2. Nomination & Selection Process
3. Branding, Mission
4. Kickoff

## Phase 2, Activity 1 [Cascading Communications]

1. Informing all the right people at the right time with the right message
2. Getting all stakeholders aligned to prevent starts and stops
3. Iterative process
4. Slow down to speed up

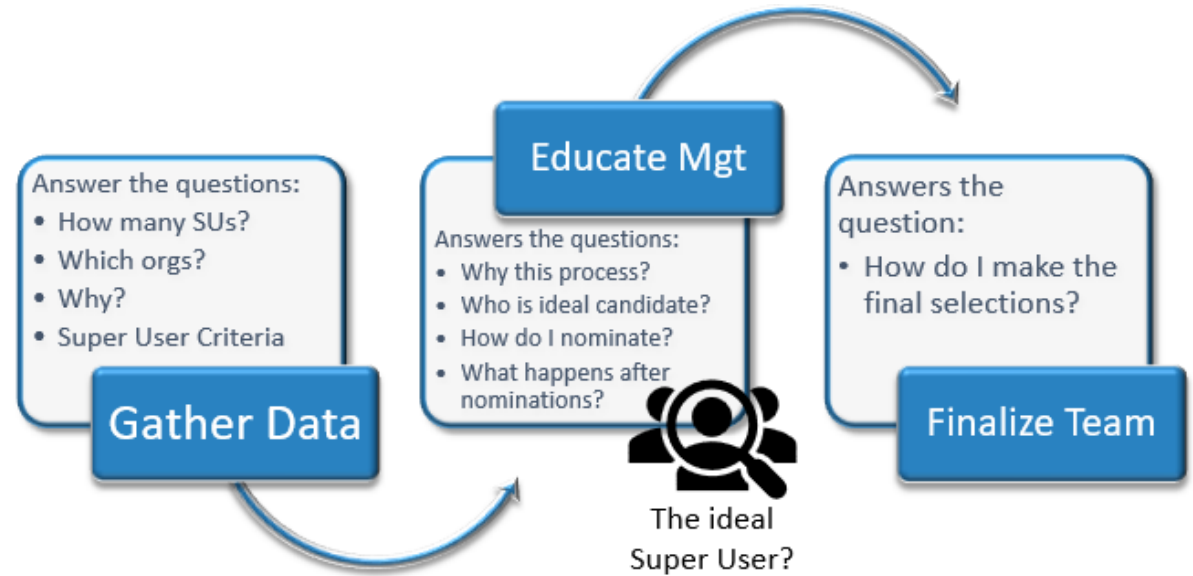






## Phase 2, Activity 2 [Nomination & Selection Process]

1. Important tool
2. One of the weakest areas
3. Typically, the list of people is the first thing that happens
4. Start with the need for support and not the list of names

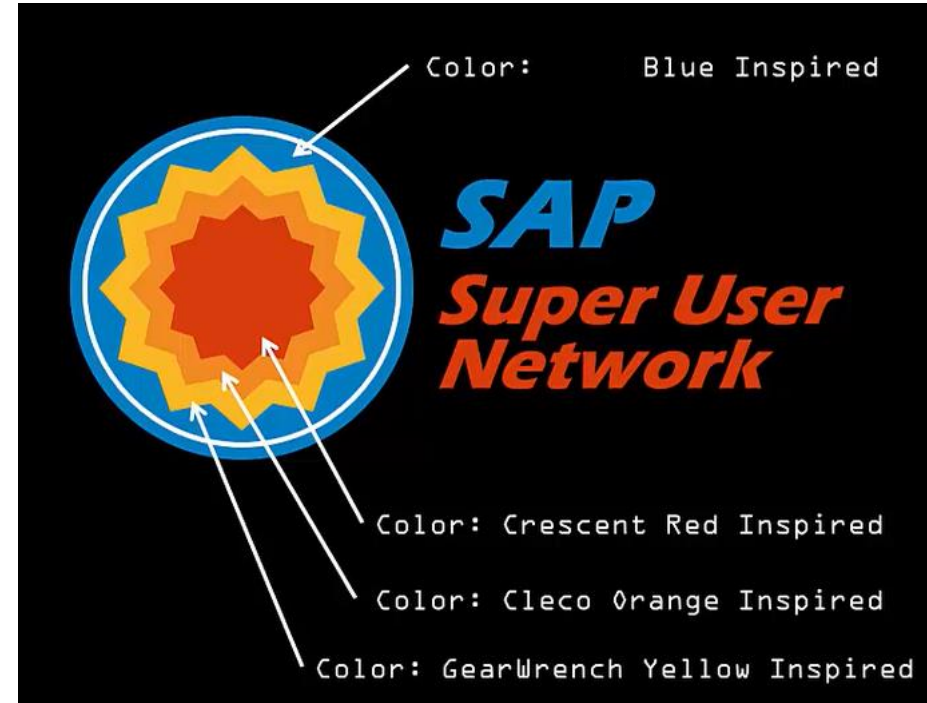


**Typically missing**

## Phase 2, Activity 3 [Branding & Mission]

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1. Define your brand
2. Identity and Purpose
3. Check with marketing
4. Align to corporate objectives
5. Inspiring and memorable



## Phase 2, Activity 3 **[Kickoff]**

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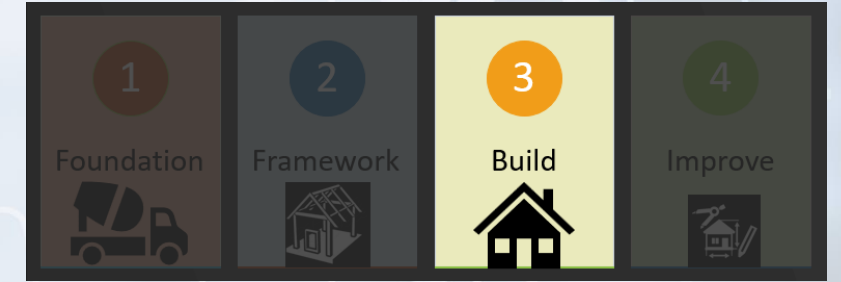
1. Align and Bind your team
2. Not technical training
3. Build agenda to support objectives, that will reveal time needed
4. Consider professional facilitator



## Phase 3: Build

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- **Build is all about settling in with your team, building out the important pieces, personalizing.**
- **Establish operating code.**
- **The team must play an active role.**



### 4 activity areas.

- ☀ 1. Culture, Structure, & Candence
- 2. 1<sup>st</sup> team win
- 3. Critical focus
- 4. Partnerships

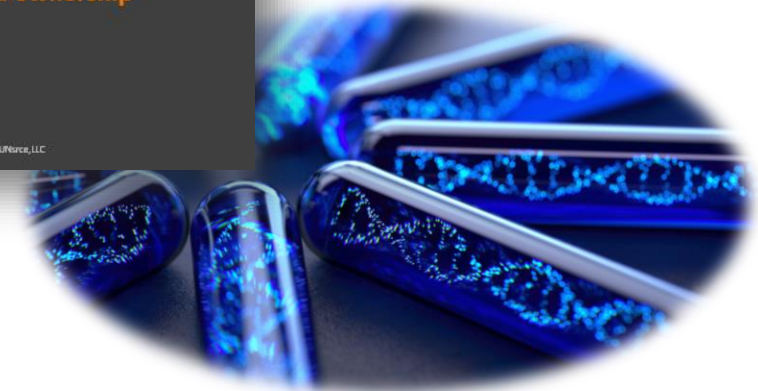




## Phase 3, Activity 1 [Culture, Structure, & Cadence]

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1. **Culture:** Guiding principles are an essential element for your culture
2. **Structure:** Addresses “How do we know what to work on”, How to ensure sustainment & improvement
3. **Cadence:** meetings, support expectations, relationships



## Phase 3, Activity 2 **[1<sup>st</sup> Team Win]**

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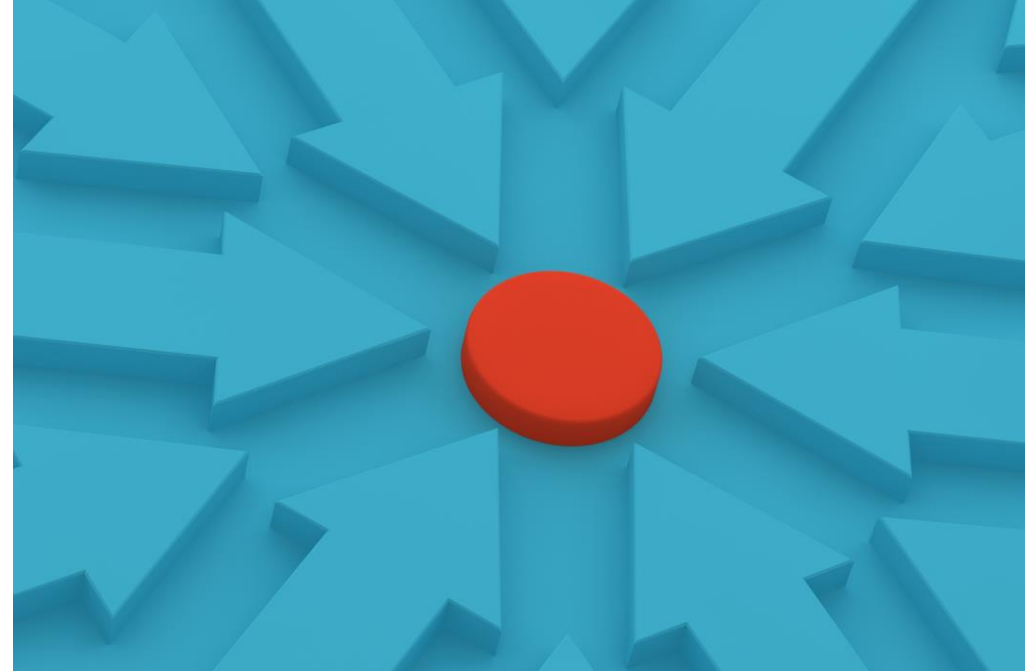
1. Establish during or immediately after Kickoff
2. Team has a voice
3. Quick win to energize and celebrate
4. Tied to business drivers



## Phase 3, Activity 3 **[Critical Focus]**

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1. Think 1<sup>st</sup> year
2. Establish longer range work of your SUN
3. Tied to business drivers
4. Must consider current business pain



## Phase 3, Activity 4 **[Partnerships]**

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1. IT
2. COE
3. HR
4. Continuous improvement
5. Management team of your Super Users

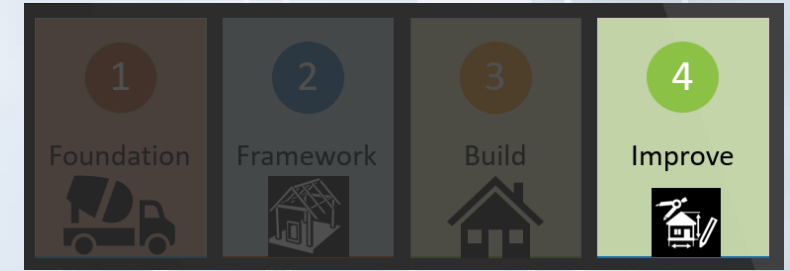




## Phase 4: Improve

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- **Improve is all about establishing maturity aspects of your Super User Network.**
- **Not just sustain and maintain, but continuous improvement and maturing.**



### 4 activity areas.

- ☀ 1. Operational Stability
- 2. KPIs / ROI / Analytics
- 3. Organizational Position
- 4. Maturity Model Assessment



## Phase 4, Activity 1 [Operational Stability]

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### Processes & Procedures that are

1. Documented
2. Repeatable,
3. Continually improving

#### Examples:

- Executive sponsor engagement plan
- End user support process
- Relationship agreements
- Tools used



It's a journey!

## Phase 4, Activity 2 [KPIs / ROI / Analytics]

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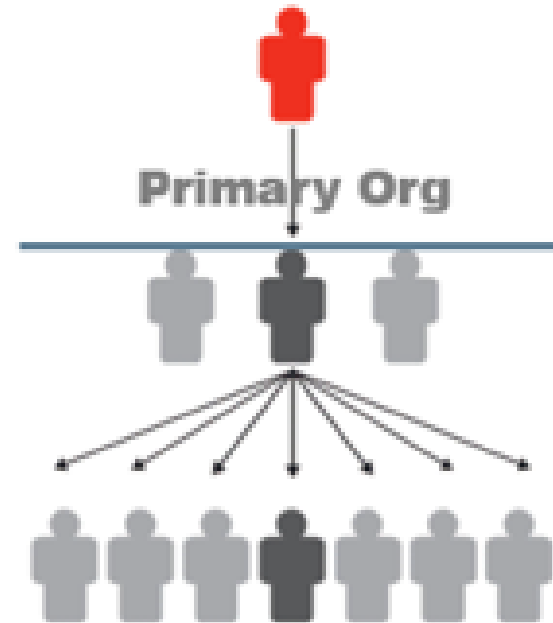
1. Measuring & proving value
2. Measure for improvement
3. Bring forward business drivers
4. Tool for leadership engagement and support



## Phase 4, Activity 3 [Organizational Position]

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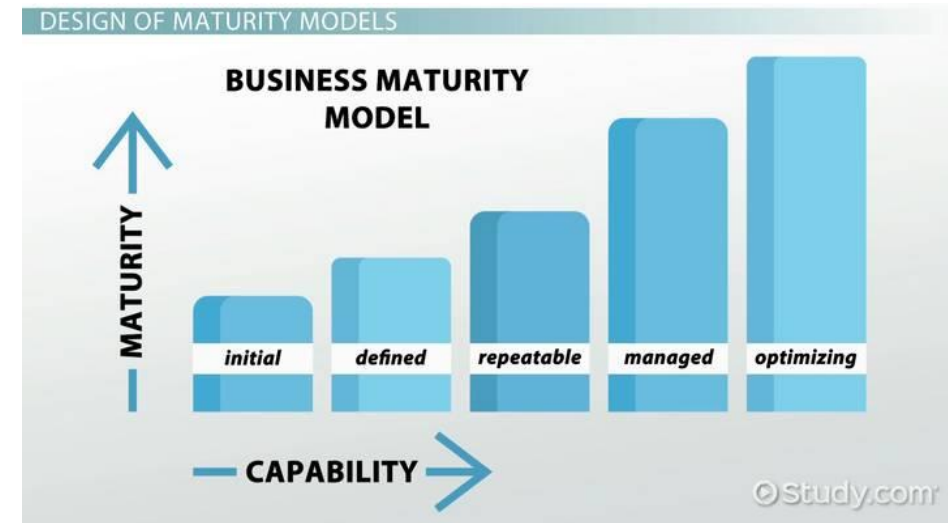
1. Ensuring your SUN is in the right organization
2. May need to change from initial position
3. Executive sponsor – do you have the one best for your SUN success
4. Engage Executive Sponsor in this ongoing discussion



## Phase 4, Activity 4 [Maturity Model Assessment]

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1. Answers: How good are we?
2. Identifies gaps and opportunities
3. What needs to be done to move to the next level of maturity?





# Where to get help?

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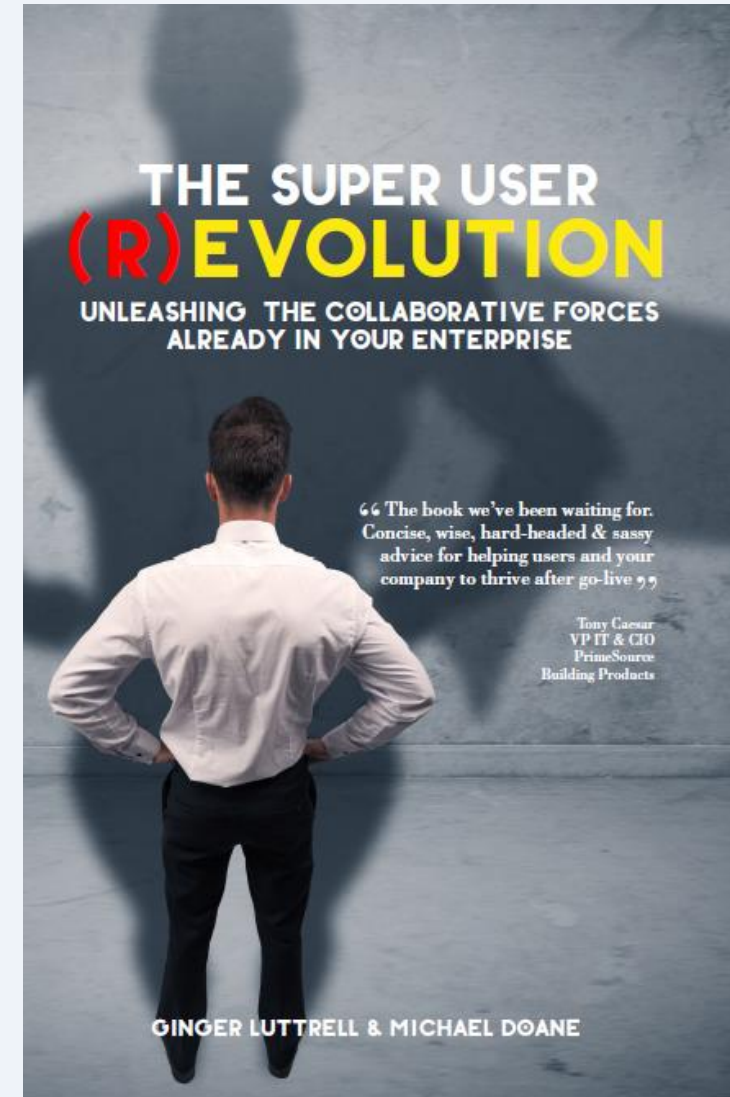
1. Read the book - Model and methodology highlighted.
2. [www.sunsource.io](http://www.sunsource.io)
3. Monthly topic forums
4. Jumpstart (ERP Success) Workshop
5. <https://leaderlab.sunsource.io>
6. <https://www.linkedin.com/in/gingerluttrell/>

**Book signing**



**CM** | Configurable  
Management  
Converging People, Processes & Systems  
<https://cfg-mgt.com/>

**Booth 805** Configurable Management  
At the main entrance




# Wrap Up

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1. Why your SUN fell apart after the project?
2. What is a Super User and What is a SUN?
3. How to build, sustain and continuously drive value through a SUN

A model to follow – don't figure it out yourself

- 4 phases
- 17 activity areas



**What is your  
#1  
TAKEAWAY?**

# Where to Find More Information

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- Monthly topic discussions

<https://www.sunsource.io/video-category/leader-forum-recordings/>

- Blog posts supporting Super Users, Super User Leaders, and Super User Networks

<https://blog.sapinsight.com/>

- Workshop

<https://www.sunsource.io/erp-success-workshop/>

- Book, The Super User (R)evolution

<https://sapinsight.myshopify.com/products/super-user-revolution-pre-sale>

- The late Michael Doane, with many topics supporting SUNs

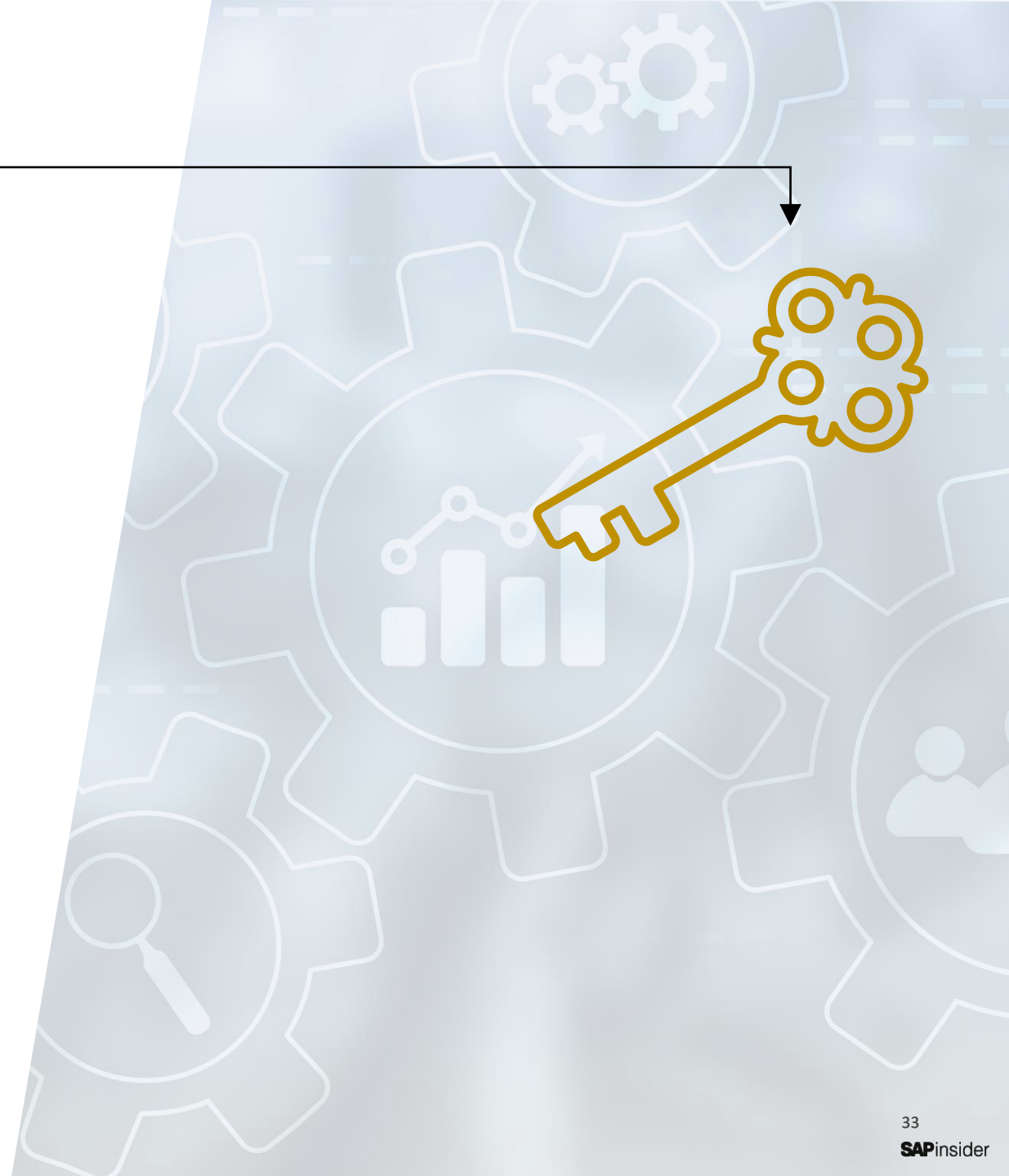
[http://sapsearchlight.blogspot.com/2012/05/drivers-at-work-building-effective-and\\_31.html](http://sapsearchlight.blogspot.com/2012/05/drivers-at-work-building-effective-and_31.html)

<http://sapsearchlight.blogspot.com/>

# Key Points to Take Home

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1. Don't do it alone, too much has already been figured out for you.
2. Follow a model, you need structure.
3. Identify your business drivers.
4. Building the business team for a project <> your super user network. Create differentiation between the two.
5. Your Super User Leader is critical and unique, so take care to find the right person.
6. Create an active plan for your Executive Sponsor.
7. Build a defensible, credible, and repeatable process for identifying the right members.
8. The old way has proven unsuccessful – so don't repeat that!



# Thank you! Any Questions?

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your session evaluation.





# SAPinsider



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